

Media Information
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A true-to-life experience for the virtual world **BMW Group Design creates an exclusive concept car** **for the Gran Turismo®6 video game**

Munich. 15 years on from the launch of the celebrated Gran Turismo gaming franchise for PlayStation®, BMW Group Design has conjured up a futuristic virtual concept car exclusively for Gran Turismo 6; the BMW Vision Gran Turismo will make its virtual debut in this latest incarnation of the racing simulation. The dynamic sports coupé blends BMW's unmistakable racing genes with the design freedom inherent in a virtual car and was created uniquely for the game. Aerodynamic elements derived from the BMW Group's real-life experience on the race track are the key to blistering lap times, unbeatable handling and fingertip control.

"Gran Turismo and BMW share a genetic passion for cars – both modern and classic," says Adrian van Hooydonk, Senior Vice President BMW Group Design. "I've followed this racing game franchise from its beginnings and am extremely excited about the increased visual realism of Gran Turismo 6 and its incredibly authentic driving experience."

The creation of the BMW Vision Gran Turismo sees BMW underlining its ongoing involvement in the gaming sphere. The increasing prominence of the video game market – with its active gaming community – allows concepts like the BMW Vision Gran Turismo, as well as classic and current BMW models, not only to be viewed passively as images or trailers, but also to be experienced and driven interactively by millions of people.

"Vision Gran Turismo offers an impressively creative platform for the innovative presentation of the BMW Design vision developed exclusively for the game," explains Andreas-Christoph Hofmann, Vice President Brand Communication BMW. "We look forward to receiving the feedback of the global community. The BMW Vision Gran Turismo is our way of congratulating Polyphony and Sony on the 15th anniversary of the Gran Turismo franchise."

Sony likewise expressed its enthusiasm for the collaboration: "I was really impressed by the amount of thought BMW put in, for not only surface features of a car but their consideration for internal structures and mechanical components as well. I respect their sincere efforts and I am very much looking forward to the

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BMW Vision Gran Turismo," said Kazunori Yamauchi, Producer Gran Turismo, President Polyphony Digital Inc. and Senior Vice President Sony Computer Entertainment Inc. "I have immense respect for what's been achieved here and am very much looking forward to the arrival of the BMW Vision Gran Turismo."

The award-winning Gran Turismo® racing simulation game was first released in 1998. Its extensive line-up of true-to-life circuit reproductions, authentic cars and outstanding HD graphics make it the perfect partner for the BMW Group. Once the design process is complete, the BMW Vision Gran Turismo will make its appearance in the game.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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